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page 1 of 3



MAR 24 1993

March 24, 1993

Chris Pandy  
Melinda Simmons  
Fred Weber

MARK R. BOLGER  
Area Mgr. - Marketing/Promotion

1130 Lake Cook Road, Suite 210  
Buffalo Grove, IL 60089  
708-459-0888  
Fax 708-459-5992

RE: Cost Buy Downs

Please find attached to this memo a copy of the MWSA's correspondence related to "Cost Buy Downs". As discussed, this approach provides us a price advantage over using standard Buy Downs/VP's/Coupons and can be worked in conjunction with co-op programs.

I hope that you will find this information useful. Please call me with any questions that you might have regarding this matter.

Sincerely,

A handwritten signature in dark ink, appearing to read "Mark".

Mark R. Bolger

4/1/93

TO: R/S/M's

H-4

This is in conjunction with my E-mail letter on CAMEL incremental funds, and is provided merely as information on what the Mid-West SA is doing as an approach to co-op buydowns.

Melinda

cc: EMM

51854 1587

"We work for smokers."